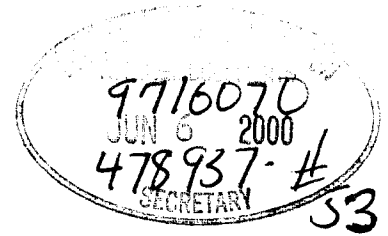


May 30, 2000



Office of the Secretary
FTC
600 Pennsylvania Ave., NW
Washington, DC 20580

To the Federal Trade Commission:

As a person interested in all kinds of music, I deplore your pursuit of record distributors to eliminate their Minimum Advertised price (MAP) policies. These policies have rescued the industry, which includes the new artists, catalog product, and the infrastructure of people who earn their living from the \$10 billion a year industry.

You want to encourage lower prices for consumers, but it will be achieved at a heavy price. I and thousands of fellow music lovers enjoy a variety of music. Before MAP, the music industry sales suffered because pervasive loss leader ads encouraged buyers to put off their purchases to get the lower price – and then never bought the product because they could not get to the advertised stores on time. This meant lost sales for everyone.

The destruction of independent retailers will profoundly, discourage talent from trying to break into the music business. The limited exposure of new talent will stymie labels that sign new acts and shrink the number of new releases. In the end, besides destroying the local music retailers in my neighborhood and thousands like mine, your campaign against MAP will infringe on free speech by preventing new artists from building their reputations and sales through independent retailers. They will never have a chance to sell in the mass merchants and appliance chains because they will not get into an industry that builds its artists to mass appeal.

MAP was a policy instituted to save the music industry. Without MAP, the deep catalog of artists from the past will lose out along with the artists of the future. The only winners will be the massive selling albums that will crown out all the rest and the losers will be those interested in preserving the whole range of music that has been available on disc through the twentieth century. It looks like you are willing to sacrifice it at the outset of the twenty-first century.

Sincerely,

Cassandra Wooten

Cassandra Wooten
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